

Rep Order#	6832103	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

Traffic Order# 104469

469 **Printed:** 08/02/2012 9:08 AM
 Last Received: 07/18/2012 4:01 PM
Showing Buylines: All Lines

1 of 7

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	() HORSFORD FOR CONGRE
Product	HORSFORD 4 CONG
Estimate#	1366
Buyer	JESSE DEMASTRIE
Phone#	
Fax#	

Agency () GMMB
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 1151/22/1366
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

— CONTRACT COMMENT —

SC-1*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	NEWS	:30	\$100.00	10/23-10/26	8	1	8	\$800.00	
		Buyline Comment: NEWS										
	2	M	5A-6A	NEWS	:30	\$100.00	10/29-10/29	2	1	2	\$200.00	
		Buyline Comment: NEWS										
	3	M	6A-7A	NEWS	:30	\$190.00	10/29-10/29	2	1	2	\$380.00	
		Buyline Comment: NEWS										
	4	TU-F	6A-7A	NEWS	:30	\$190.00	10/23-10/26	8	1	8	\$1,520.00	
		Buyline Comment: NEWS										
	5	TU-F	7A-9A	TODAY	:30	\$250.00	10/23-10/26	16	1	16	\$4,000.00	
		Buyline Comment: TODAY										
	6	M	7A-9A	TODAY	:30	\$250.00	10/29-10/29	4	1	4	\$1,000.00	
		Buyline Comment: TODAY										
	7	SA	6A-7A	NEWS	:30	\$125.00	10/27-10/27	1	1	1	\$125.00	
		Buyline Comment: NEWS										
	8	SU	7A-8A	TODAY	:30	\$250.00	10/28-10/28	1	1	1	\$250.00	
		Buyline Comment: SUN TODAY										
	9	SU	8A-9A	MTP	:30	\$1,900.00	10/28-10/28	1	1	1	\$1,900.00	
		Buyline Comment: MTP										
	10	TU-F	9A-10A	TODAY II	:30	\$150.00	10/23-10/26	5	1	5	\$750.00	
		Buyline Comment: TODAY II										

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () HORSFORD FOR CONGRE
 Product HORSFORD 4 CONG
 Estimate# 1366
 Buyer JESSE DEMASTRIE
 Phone#
 Fax#
 Agency () GMMB
 3050 K ST NW
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 115/122/1366
 Flight Dates 10/23/2012 - 10/29/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M	9A-10A	Buyline Comment: TODAY II	:30	\$150.00	10/29-10/29	1	1	1	\$150.00	
	12	M	10A-11A	Buyline Comment: TODAY III	:30	\$100.00	10/29-10/29	1	1	1	\$100.00	
	13	TU-F	10A-11A	Buyline Comment: TODAY III	:30	\$100.00	10/23-10/26	5	1	5	\$500.00	
	14	TU-F	11A-12P	Buyline Comment: RACHEL RAY	:30	\$100.00	10/23-10/26	5	1	5	\$500.00	
	15	M	11A-12P	Buyline Comment: RACHEL RAY	:30	\$100.00	10/29-10/29	2	1	2	\$200.00	
	16	M	12P-1230P	Buyline Comment: NEWS	:30	\$125.00	10/29-10/29	1	1	1	\$125.00	
	17	TU-F	12P-1230P	Buyline Comment: NEWS	:30	\$125.00	10/23-10/26	5	1	5	\$625.00	
	18	TU-F	2P-3P	Buyline Comment: DRS	:30	\$100.00	10/23-10/26	5	1	5	\$500.00	
	19	M	2P-3P	Buyline Comment: DRS	:30	\$100.00	10/29-10/29	1	1	1	\$100.00	
	20	SU	9A-930A	Buyline Comment: NEWS	:30	\$125.00	10/28-10/28	1	1	1	\$125.00	
	21	TU-F	3P-4P	Buyline Comment: PHIL	:30	\$150.00	10/23-10/26	5	1	5	\$750.00	

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Rep Firm	
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	M	3P-4P	PHIL	:30	\$150.00	10/29-10/29	2	1	2	\$300.00	
		Buyline Comment: PHIL										
	23	M	4P-430P	NEWS	:30	\$175.00	10/29-10/29	2	1	2	\$350.00	
		Buyline Comment: NEWS										
	24	TU-F	4P-430P	NEWS	:30	\$175.00	10/23-10/26	4	1	4	\$700.00	
		Buyline Comment: NEWS										
	25	TU-F	430P-5P	NEWS	:30	\$175.00	10/23-10/26	5	1	5	\$875.00	
		Buyline Comment: NEWS										
	26	M	430P-5P	NEWS	:30	\$175.00	10/29-10/29	1	1	1	\$175.00	
		Buyline Comment: NEWS										
	27	M	5P-630P	NEWS	:30	\$265.00	10/29-10/29	1	1	1	\$265.00	
		Buyline Comment: NEWS										
	28	TU-F	5P-630P	NEWS	:30	\$265.00	10/23-10/26	8	1	8	\$2,120.00	
		Buyline Comment: NEWS										
	29	TU-F	630P-7P	JEP	:30	\$260.00	10/23-10/26	4	1	4	\$1,040.00	
		Buyline Comment: JEP										
	30	M	630P-7P	JEP	:30	\$260.00	10/29-10/29	1	1	1	\$260.00	
		Buyline Comment: JEP										
	31	M	7P-730P	WHEEL	:30	\$260.00	10/29-10/29	1	1	1	\$260.00	
		Buyline Comment: WHEEL										
	32	TU-F	7P-730P	WHEEL	:30	\$260.00	10/23-10/26	4	1	4	\$1,040.00	
		Buyline Comment: WHEEL										

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LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
33	SA		630P-7P	Buyline Comment: JEP	:30	\$175.00	10/27-10/27	1	1	1	\$175.00	
34	SA		7P-730P	Buyline Comment: WHEEL	:30	\$175.00	10/27-10/27	1	1	1	\$175.00	
35	M		10P-11P	Buyline Comment: REVOLUTION	:30	\$1,000.00	10/29-10/29	1	1	1	\$1,000.00	
36	TU		10P-11P	Buyline Comment: PARENTHOOD	:30	\$900.00	10/23-10/23	1	1	1	\$900.00	
37	TH		10P-11P	Buyline Comment: ROCK CENTER	:30	\$950.00	10/25-10/25	1	1	1	\$950.00	
38	F		10P-11P	Buyline Comment: DLINE	:30	\$1,000.00	10/26-10/26	1	1	1	\$1,000.00	
39	SA		10P-11P	Buyline Comment: SVU	:30	\$500.00	10/27-10/27	1	1	1	\$500.00	
40	SU		10P-11P	Buyline Comment: L&O AFTER NFL	:30	\$350.00	10/28-10/28	1	1	1	\$350.00	
41	TU-F		11P-1135P	Buyline Comment: NEWS	:30	\$275.00	10/23-10/26	4	1	4	\$1,100.00	
42	M		11P-1135P	Buyline Comment: NEWS	:30	\$275.00	10/29-10/29	1	1	1	\$275.00	
43	SA		11P-1135P	Buyline Comment: NEWS	:30	\$285.00	10/27-10/27	1	1	1	\$285.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SU	11P-1135P	NEWS	:30	\$285.00	10/28-10/28	1	1	1	\$285.00	
				Buyline Comment: NEWS								
	45	TU-F	1135P-1235A	TON SHOW	:30	\$150.00	10/23-10/26	8	1	8	\$1,200.00	
				Buyline Comment: TON SHOW								
	46	M	1135P-1235A	TON SHOW	:30	\$150.00	10/29-10/29	2	1	2	\$300.00	
				Buyline Comment: TON SHOW								
	47	SA	1130P-1A	SNL	:30	\$400.00	10/27-10/27	1	1	1	\$400.00	
				Buyline Comment: SNL								
	48	SA	7A-9A	SAT TODAY	:30	\$175.00	10/27-10/27	2	1	2	\$350.00	
				Buyline Comment: SAT TODAY								
	49	SU	6A-7A	NEWS	:30	\$110.00	10/28-10/28	2	1	2	\$220.00	
				Buyline Comment: NEWS								
	50	SU	930A-10A	CM	:30	\$175.00	10/28-10/28	1	1	1	\$175.00	
				Buyline Comment: CM								
	51	M	8P-10P	VOICE	:30	\$1,100.00	10/29-10/29	1	1	1	\$1,100.00	
				Buyline Comment: VOICE								
	52	TU	8P-10P	BIOSER	:30	\$950.00	10/23-10/23	0	0	0	\$0.00	
				Buyline Comment: BIOSER								
	53	W	9P-10P	ROCK CENTER	:30	\$1,300.00	10/24-10/24	1	1	1	\$1,300.00	
				Buyline Comment: ROCK CENTER								
	54	W	10P-11P	CHITRE	:30	\$1,000.00	10/24-10/24	1	1	1	\$1,000.00	
				Buyline Comment: CHITRE								

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 Buyer JESSE DEMASTRIE Flight Dates 10/23/2012 - 10/29/2012
 Phone# Hiatus Weeks
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 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	55	TH	9P-10P		:30	\$850.00	10/25-10/25	1	1	1	\$850.00	
	Buyline Comment: OFFICE/UP ALL NIGHT											
	56	F	9P-10P		:30	\$750.00	10/26-10/26	1	1	1	\$750.00	
	Buyline Comment: GRIMM											
	57	SA	8P-9P		:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
	58	SU	530P-830P		:30	\$4,000.00	10/28-10/28	1	1	1	\$4,000.00	
	Buyline Comment: NFL GAME											

---REPORT TOTALS---
 Report Totals: 151 / \$40,975.00

---SALES MONTHLY TOTALS---
 Oct 12: 124 / \$34,435.00 Nov 12: 27 / \$6,540.00
 Sales Totals: 151 / \$40,975.00
 Station Totals: 151 / \$40,975.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---
 Market Totals \$157,596
 CATV 0% KBLR 0% KLAS 30% KSNV 26%
 KTNV 20% KTUD 1% KVCW 3% KVMY 5% KVVU 15%
 XXXX 0%

---COMPETITIVE COMMENTS---
 NEW ORDER
 EST SHARES

Books NOV12
 Demos RA35+

Rep Order# 6832103 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 104469 Printed: 08/02/2012 9:08 AM 7 of 7
EC'd Yes Last Received: 07/18/2012 4:01 PM

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.	Agency () GMMB	Rep Firm
Advertiser () HORSFORD FOR CONGRE	3050 K ST NW	Sales Office () PHILADELPHIA
Product HORSFORD 4 CONG	WASHINGTON, DC 20007	Salesperson () AMY MCCREARY
Estimate# 1366	Agency C/P1/P2/E 115/122/1366	
Buyer JESSE DEMASTRIB	Flight Dates 10/23/2012 - 10/29/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE